



**PLANNING COMMISSION
SUMMARY ACTION MINUTES
Regular Teleconference Meeting
November 4, 2021**

West Hollywood, California

THE CITY OF WEST HOLLYWOOD HAS ADOPTED BRIEF SUMMARY AND ACTION MEETING MINUTES, WHICH PROVIDE A SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR DISCUSSION REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY VIEWING THE ARCHIVED VIDEOS OF THE PLANNING COMMISSION MEETINGS AT www.weho.org/weho-tv/other-city-meetings

1. **CALL TO ORDER:** Acting Chair Jones called the meeting of the Planning Commission to order at 6:31 p.m.

2. **PLEDGE OF ALLEGIANCE:** Commission Lombardi led the Pledge of Allegiance.

3. **ROLL CALL:**

Commissioners Present: Carvalheiro, Dutta, Lombardi, Thomas, Vinson, Acting Chair Jones.

Commissioners Absent: Hoopingarner.

Staff Present: Jennifer Davis, Senior Contract Planner, Antonio Castillo, Senior Planner, Jennifer Alkire, Current and Historic Preservation Planning Manager, Isaac Rosen, Acting City Attorney, and David Gillig, Commission Secretary.

4. **APPROVAL OF AGENDA.**

Vice-Chair Jones clarified the agenda narrative for Item 10.C. – 8745 Sunset Boulevard should read as amended: “*The Planning Commission will hold a public hearing to consider a request for an amendment to a development ~~agreement~~ permit to remove the land use restriction on the property for retail use only, and remove the limit on the hours of operation, for the property located at 8746 Sunset Boulevard, West Hollywood, California.*” All other noticing is correct and has been legally posted.

She requested agenda Items 10.C. – 8745 Sunset Boulevard, and 11.A. – Coalition for Economic Survival Presentation be moved and heard before Item 10.A. – 9165-9169 Sunset Boulevard.

ACTION: Approve the Planning Commission agenda of Thursday, November 4, 2021, as amended. **Moved by Acting Chair Jones, seconded by Commissioner Carvalheiro and passes, noting Chair Hoopingarner absent.**

5. **APPROVAL OF MINUTES.**

A. **October 21, 2021**

ACTION: Continue to Thursday, November 18, 2021 as presented. **Motion carried by consensus of the Commission.**

6. PUBLIC COMMENT. None.

7. DIRECTOR'S REPORT.

John Keho, Director, Planning and Development Services Department stated the City Council on Monday, November 1, 2021 encountered technical difficulties. Therefore, the meeting was moved to Wednesday, November 3, 2021.

City Council approved the development agreement extension for 20 months (not 24 months) for the project located at 9001 Santa Monica Boulevard, and the appeal regarding 8760 Shoreham Drive was continued to a date uncertain.

The next City Council meeting will be held on Monday, November 15, 2021, where they will be focusing on public safety issues and concerns.

8. ITEMS FROM COMMISSIONERS.

Acting Chair Jones requested thoughts and prayers for Chair Hoopingarner and her family at this time. She commented and apologized for the error in parliamentary procedures at the last meeting.

Commissioner Dutta wished everyone a Happy Diwali (also called Divali or Deepavali).

Commissioner Lombardi apologized if he caused any of the confusion regarding the parliamentary procedures at the last meeting.

Commissioner Thomas thanked Acting Chair Jones for clarifying this misunderstanding.

9. CONSENT CALENDAR. None.

10. PUBLIC HEARINGS.

The following item was moved and heard out of order as part of the amended agenda.

C. 8746 Sunset Boulevard:

Antonio Castillo, Senior Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 4, 2021.

He stated the applicant is requesting to amend a development permit to remove the land use restriction on the property for retail use only and remove the limit on the hours of operation.

He provided a history of the project site, and the previously approved entitlements. He stated Resolution No. PC 02-420 conditionally approved the conversion of a commercial structure used as office space to a retail use with an addition of 2,323 square feet.

The variance waived the requirement for an off-street loading space due to constraints of the lot size and shape. A waiver request to exclude a 326.5-square-foot addition to the ground floor from the parking requirements was denied.

An appeal was subsequently filed on April 29, 2002 by Sunset Towers Partnership. The City Council reviewed and considered the appeal at a public hearing on August 19, 2002. At the meeting, the item was continued to the City Council meeting of September 23, 2002, where the Council adopted Resolution No. 02-2740R, denying the appeal and upholding the Planning Commission's approval.

The applicant is now requesting an amendment to eliminate two conditions of approval under the "Operations" section of the resolution. a) Condition 11.1 states, "This permit approves retail use of this property only. Any proposed change of use requires review with a public hearing before the Planning Commission."

b) Condition 11.2 states, "Due to the proximity of the retail use and parking areas to residential uses, the hours of operation of this location shall be limited to 9:00 a.m. to 8:00 p.m. except where extensions of these hours are granted by Special Event Permit."

Both conditions of approval were originally included to address potential noise from the rear parking lot to the neighboring residential properties to the south fronting onto Holloway Drive. There have not been any recorded noise complaints or Code Compliance cases on this property having to do with noise from the rear parking lot.

The applicant requests consideration be given to eliminate Conditions 11.1 and 11.2 as they place an undue burden on the property that is not imposed on other properties in the same zone and vicinity.

Staff recommends the request to eliminate the two conditions of approval restricting the use of the commercial building to retail use only and limiting the hours of operation places an undue burden on the property that is not imposed on other properties in the same Sunset Specific Plan zoning district.

It is staff's assessment that eliminating Conditions 11.1 and 11.2 will not create adverse impacts to adjacent businesses or residential land uses. All other existing conditions of approval will remain in effect.

Staff stated Condition 1.7 in draft Resolution No. PC 21-1431 is requiring: "All building and site improvements, change of land use, or change of tenant shall be reviewed and approved pursuant to the applicable provision set forth in the West Hollywood Municipal Code and appropriately conditioned so as not to endanger, jeopardize, or otherwise constitute a menace to the public convenience, health, interest, safety, or the general welfare of persons residing or working in the vicinity of the proposed use."

Staff recommends approval of the proposed amendments.

The commission requested clarification regarding City Council's final decision on the appeal and directives. They questioned the procedures for future land use changes, number of car lifts, replacements of parkway trees, and if there were any neighborhood meetings.

Commissioner Lombardi disclosed for the record he had a conversation with the applicant's representative. They discussed matters contained in the staff report.

Acting Chair Jones disclosed for the record she had a conversation with the applicant's representative. They discussed matters contained in the staff report.

There were no other official disclosures.

Acting Chair Jones opened the public hearing for Item 10.C.

JEFFREY A. SEYMOUR, WESTLAKE VILLAGE, Seymour Consulting Group, applicant's representative, presented the applicant's presentation. He spoke and provided a history of the property and spoke regarding other businesses in the Sunset Specific area that have not been burdened with these land use restrictions. He reiterated all future land use will require a review and spoke regarding landscape screening.

There were no public speakers.

The commission questioned the possibility of future tenants, and why the applicant has had trouble attracting retail tenants.

ACTION: Close public comment for Item 10.C. **Motion carried by consensus of the Commission.**

Commissioner Carvalho moved to: 1) approve staff's recommendation of approval.

Seconded by Acting Chair Jones.

The commission commented on the added obstacles facing the owner of this property. They spoke regarding the issues of noise, technological improvements in automobile lifts, business vitality, urban blight, parking, hours of operation, preservation of trees and landscape screening.

Discussion was held regarding possible additional conditions regarding stacked parking and noise, a possible neighborhood meeting, and making sure the applicant comply with the original conditions of the resolution.

ACTION: 1) Approve staff's recommendation of approval; 2) **Adopt Resolution No. PC 21-1431 as presented:** "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD AMMENDING A DEVELOPMENT PERMIT BY ELIMINATING CONDITIONS OF APPROVAL LIMITING THE USE OF THE BUILDING TO RETAIL ONLY AND LIMITING THE HOURS OF OPERATION ON THE PROPERTY LOCATED AT 8746 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; and 3) Close the Public Hearing for Item 10.C. **Moved by Commissioner Carvalho, seconded by Acting Chair Jones and passes, noting Commissioner Lombardi voting NO and Chair Hoopingarner absent.**

The Resolution the Planning Commission just approved for the property located at **8746 Sunset Boulevard, West Hollywood, California** memorializes the Commission's final action on this matter. This action is subject to appeal to the City Council. Appeals must be submitted within ten calendar days from this date to the City Clerk's office. Appeals must be in writing and accompanied by the required fees. The City Clerk's office can provide appeal forms and information about waiver of fees.

The following item was moved and heard out of order as part of the amended agenda.

11. NEW BUSINESS.

A. Coalition for Economic Survival Presentation:

Eugene Maysky, Tenant Outreach Organizer, Russian Advisory Board member, provided a verbal presentation and background information for the Coalition for Economic Survival regarding their work with the City of West Hollywood's rental tenants, and available services. He encouraged anyone who needs help to reach out.

All services are easily accessible at: www.cesinaction.org
Email: helpmewehorenters@gmail.com

You may contact Eugene Maysky directly at: 213-252-4411 extension 205

Commissioner Carvalho recused himself from the digital platform of the meeting at this time. He stated he has projects within the Sunset Billboard Program.

THE COMMISSION TOOK A FIVE (5) MINUTE RECESS AT 8:00 P.M. AND RECONVENED AT 8:05 P.M.

10. PUBLIC HEARINGS.

A. 9165-9169 Sunset Boulevard:

Jennifer Davis, Senior Contract Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 4, 2021.

She provided a history of the project site and stated the proposal is to construct a new billboard above a cultural resource. The building was designated a local cultural resource in 2018.

The proposed billboard is composed of two elements placed on a gantry sign structure that references the historic Berman Furs sign. The total sign area for both elements is 1,500 square feet, with the LED panel measuring 900 square feet and the static element measuring a maximum of 600 square feet. The static element is the focal point of the advertising sign. This element will change shape and/or format with each new advertiser with a custom design. It can display thematic lighting and other dynamic elements for innovation and creativity. A significant portion of the gantry sign structure must be visible from behind.

The second sign element, which complements and supports the advertising content of the first element, is a series of LED sticks that form a panel that allows diffuse, programmable imagery and other content to be included as the overall advertisement that will complement and relate to the adjacent static component. By their nature, the LED strips, or sticks, will be a lower resolution image when compared to a typical LED array and will not permit full or fluid video animation due to its limited digital capability. The spacing of the LED sticks will be configured such that every other LED strip appears to be missing, creating 40% visual transparency.

The billboard also includes rooftop flood lighting of the structure from the roof of the building below. The lights will be dimmable LED accent lights with directional heads. The lights will be set back from the edge of the roof and will be black to match the roof and sign structure, in each case minimizing visibility. The purpose of the lighting is to illuminate the static element of the gantry sign if, and when needed for certain campaigns that may need additional lighting.

The billboard will contain a logo sign: internally illuminated channel letters of the Orange Barrel Media logo. This logo sign is located at the bottom of the sign structure and measures 10" by 14'-8" or approximately 12 square feet. The logo sign box would be metal and mounted to the structural beam. The lettering would be frosted white, internally illuminated letters, projecting 2" from the face of the sign box. The logo placard will be independently operable and dimmable, separate from the other sign components.

The proposal includes a variety of lighting effects to provide flexibility and creativity. The illumination of the static advertising element that sits next to the LED strip lighting is flexible and will vary with each advertising campaign. The static letters or design element could be either internally illuminated, have LED illumination, or be illuminated by the rooftop flood lights. The assembly allows advertisers a variety of options to encourage one-of-a-kind advertising campaigns.

The Historic Preservation Commission reviewed this application on June 28, 2021. The Commission was supportive of the proposed billboard, stating it was dynamic, intriguing and that is used a gantry sign structure.

The Historic Preservation Commission had no issue with the change of the rear addition, after reviewing the staff report documentation. However, they were generally opposed to the façade projections, stating that it limited the cultural resource's ability to communicate its historic significance. They voted unanimously to approve but conditioned their approval recommendation to state the façade projections should be limited to use during the city content allocation, so that any projections would only be used to fulfill City required arts and public programming.

This has been added as a condition of approval in the draft resolution for the sign permit and certificate of appropriateness.

Staff recommends approval.

The commission questioned if this sign was presented as a static or digital sign during the design award process. They requested clarification regarding the public and arts programming utilization, the square footage calculations on the static portion of the sign, and the architectural lighting.

Acting Chair Jones disclosed for the record she had a video call with the applicant's representatives. They discussed matters contained in the staff report.

Commissioner Dutta disclosed for the record he had a video call with the applicant's representatives. They discussed matters contained in the staff report.

Commissioner Thomas disclosed for the record she had a video call with the applicant's representatives. They discussed matters contained in the staff report.

Commissioner Lombardi disclosed for the record he had a video call with the applicant's representatives. They discussed matters contained in the staff report.

Commissioner Vinson had no official disclosure.

Acting Chair Jones opened the public hearing for Item 10.A.

AARON GREEN, BURBANK, President, Afriat Consulting Group, presented the applicant's presentation. He provided a history of the project site and spoke regarding the cultural resource designation, building history, financial incentives, and requested the commission's approval.

Yumna Siddiqi, Afriat Consulting Group, continued the applicant's presentation. She detailed the lighting elements, and spoke on the contemporary scale of the sign, classic neon lighting, the three-dimensional illuminated Coke bottle, LED stick lighting, sign elements will be separately controlled, static component,

There were no public speakers.

The commission questioned how the digital component will be used during an ad campaign, and gif capabilities.

ACTION: Close public comment for Item 10.A. **Motion carried by consensus of the Commission.**

The commission suggested perhaps a matte grey natural aluminum finish for the LED sticks, rather than black, to blend in better with the sky and surroundings.

The commission stated their support of the proposed project, and spoke regarding the history of the building, the position and inventiveness of the signage, long distance view blockage, and neighborhood outreach.

Commissioner Thomas moved to: 1) approve staff's recommendation of approval.

Seconded by Acting Chair Jones.

ACTION: 1) Approve staff's recommendation of approval; 2) **Adopt Resolution No. PC 21-1381 as presented:** "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9165-9169 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; 3) "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9165-9169 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; 4) "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A SIGN PERMIT AND CERTIFICATE OF APPROPRIATENESS IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9165-9169 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; and 5) Close the Public Hearing for Item 10.A. **Moved by Commissioner Thomas, seconded by Acting Chair Jones and passes, noting Commissioner Carvalho recused and Chair Hoopingartner absent.**

B. 8730 Sunset Boulevard:

Proposed is a request to remodel the north façade of the building and to construct a new two-sided billboard on the façade.

The specific requirements of the development agreement are still being negotiated and therefore staff is recommending that this item be continued to the December 2, 2021 meeting date so that staff can present a more complete draft of the development agreement to the Planning Commission.

ACTION: 1) Continue to Thursday, December 2, 2021. **Moved by Commissioner Dutta, seconded by Commissioner Lombardi and passes, noting Commissioner Carvalho recused and Chair Hoopingartner absent.**

11. NEW BUSINESS.

A. Coalition for Economic Survival Presentation:

ACTION: 1) This item was moved and heard after Item 10.C. as part of the amended agenda. **Moved by Acting Chair Jones, seconded by Commissioner Carvalho and passes, noting Chair Hoopingartner absent.**

12. UNFINISHED BUSINESS. None.

13. EXCLUDED CONSENT CALENDAR. None.

14. ITEMS FROM STAFF.

A. Planning Manager's Update.

Robyn Eason, Long Range Planning Manger provided an update of tentative items scheduled for upcoming Planning Commission meetings.

Jennifer Alkire, Current and Historic Preservation Planning Manager, clarified neighborhood meetings are dictated by the West Hollywood Municipal Code. If the commission would like any type of change to this procedure, it would need to be agendized first as a discussion item and then would need to be brought forward as a zone text amendment for final changes in the West Hollywood Municipal Code, based on the commission's consensus.

15. PUBLIC COMMENT. None.

16. ITEMS FROM COMMISSIONERS.

A. Commissioner Comments.

Acting Chair Jones stated on the request of Chair Hoopingarner to get vaccinated, and a booster shot.

B. Subcommittee Management.

Robyn Eason, Long Range Planning Manger stated staff is reprioritizing the Long Range Planning Projects subcommittee to tackle upcoming zone text amendments.

Jennifer Alkire, Current and Historic Preservation Planning Manger provided an update of tentative items scheduled for Design Review Subcommittee, Long Range Planning Projects Subcommittee, and Sunset Arts and Advertising Subcommittee meetings.

17. ADJOURMENT. The Planning Commission adjourned at 9:05 p.m. to a regularly scheduled meeting on Thursday, November 18, 2021, beginning at 6:30 p.m. This meeting will be a teleconferenced meeting (with detailed instructions for participation included on the posted agenda). **Motion carried by consensus of the Commission.**

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of West Hollywood at a regular meeting held this 2nd day of December, 2021 by the following vote:

AYES: Commissioner: Carvalho, Dutta, Lombardi, Thomas, Vice-Chair Jones.

NOES: Commissioner: None.

ABSENT: Commissioner: None.

ABSTAIN: Commissioner: Hoopingarner.



LYNN M. HOOPINGARNER, CHAIRPERSON

ATTEST:



DAVID K. GILLIG, COMMISSION SECRETARY